



GUARDIAN OF PUBLIC HEALTH UPDATE

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Preparedness and Planning

MDCH Flu Fighter Action Kit for Health Care Personnel

Anyone who shares air with patients should be vaccinated against influenza. Become a "Flu Fighter". Protect yourself, your colleagues, and your patients. The Michigan Department of Community Health (MDCH) [Flu Fighter Action Kit](#) offers a step-by-step approach, including ready-to-use materials such as planning templates, a campaign calendar and timeline, and flu educational resources to help you reach everyone in your health care organization. Use these materials to implement an influenza vaccination campaign in your facility and to ensure that everyone in your organization is fully immunized.

Video Documentaries Used to Train Leaders

Multnomah County's (Oregon) health department participated in the 2007 National "Top Officials Exercise". As a result, they developed two streaming-web [documentaries](#). The main purpose of these videos is to augment just-in-time training during an incident, and to let partners around the country, who do not have the opportunity lead large-scale emergency operations, to live vicariously through their colleagues who have done so. One video shows footage of the Medical Care Point that was implemented to expand emergency room capacity. The other video is of a Rapid Screening Point intended to screen high numbers of people who feared they were exposed to a radiological, chemical, or biological threat. High quality DVDs are available for a reasonable shipping and handling cost through the videographer (see credits and Google). They are in the public domain and can be copied/burned and shared as you wish.

FEMA Guide for Special Populations Planning

The Department of Homeland Security's Federal Emergency Management Agency (FEMA) announced the interim release of the Comprehensive Preparedness Guide 301: Emergency Management Planning Guide for Special Needs Populations. [This guide](#) is designed to aid tribal, state, territorial and local governments in planning for individuals with special needs during an emergency. The guide outlines how involving special needs populations in planning, enables emergency managers to address the function-based needs of individuals.

Disaster Mental Health Still Emerging

On the anniversary of Hurricane Katrina, residents of the Gulf Coast are facing another very serious storm. The emotional impact of another storm can be seen in the stress, anxiety, worry, and loss that residents are displaying as they evacuate home for a place of safety. Dozens of experts and providers around the country participated in initiatives to understand and address the mental health impact of disasters. White papers and other information were created as a starting point to identify

News

Rabies Cases in Michigan

Late summer marks the busiest time for rabies testing at the Michigan Department of Community Health's Bureau of Laboratories. As of September 9, there have been 66 positive cases of rabies in Michigan. See [page 2](#) for more information.

Flu Video Vignettes Released

The Michigan Department of Community Health released several influenza video vignettes. This is a four-part series of 10-minute video presentations to educate the general public about influenza. See [page 3](#) for more details.

Gulf Coast Braces for Ike

Many planning improvements implemented after the 2005 hurricane season were tested during recent Hurricane Gustav. Federal, state, and local readiness will be tested again as Hurricane Ike approaches. See [page 5](#) for more information.

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key gaps in service and understanding and to prompt responses that would address those needs. The [new evidence](#) is bringing clearer pictures of the criminal behavior possible when communities are experiencing chaos. Emergency planners are realizing that they need to expect an increase in violence and prepare to keep disaster victims safe.

Effects of Avian Influenza News on Purchasing Behavior

The USDA studied how avian influenza reports influence Italians' food purchases. The study uses newspaper articles on avian influenza to gauge the effect. The study found that avian influenza newspaper articles had an effect that was limited over a period of time. The [full report](#) is available online.

Surveillance

Live Webcast Series on RSV and Pediatric Influenza

The Pediatric Respiratory Care Initiative is announcing a [two-part webcast](#) that covers respiratory syncytial virus (RSV) and influenza in high-risk infants. The webcast will include the new Advisory Committee on Immunization Practices (ACIP) Guidelines on Seasonal Influenza Vaccinations for Pediatric Patients. The webcast will start on September 16 and run until October 16. More information is available online.



Health and Safety Protection from Rabid Animals

Late summer marks the busiest time for rabies testing at the Michigan Department of Community Health's Bureau of Laboratories. As of September 9, there have been 66 positive [cases of rabies](#) in Michigan. Rabies is a viral disease of mammals (including humans), that attacks the nervous system and is virtually always fatal if untreated. In Michigan, bats are the animal most often found to be infected with rabies. Rabies is spread when an animal or human is bitten by an infected animal, or if an infected animal's saliva comes in contact with broken skin or mucous membranes (such as eyes, nose and mouth). There are several steps Michigan residents can take to prevent contracting rabies:

- Don't feed, approach, touch or adopt wild animals.
- Don't keep wild animals as pets.
- Never leave infants or young children alone with any animal, and teach children to never approach an unfamiliar or wild animal.
- Install a chimney cap to prevent raccoons and other wild animals from living in your home.
- Be sure your dogs, cats, and ferrets are up to date on their rabies vaccinations.
- If a wild animal does bite your pet, immediately notify your veterinarian and local health department.

Emerging and Reemerging Transmissible Diseases in the Homeless

Homelessness is an increasing public health problem. Because of poor living conditions and limited access to healthcare systems, homeless persons are exposed to many communicable infections. [This review](#) summarizes the intervention measures reported to be efficient for the control and the prevention of common transmissible infections among homeless populations. Evidence suggests that appropriate street- or shelter-based interventions for targeted populations are the most efficient methods. Depending on the populations targeted, these interventions may include education, free condom distribution, syringe and needle prescription programs, chest radiography screening for

tuberculosis, directly observed therapy for tuberculosis treatment, improvement of personal clothing and bedding hygiene, and widespread use of ivermectin for scabies and body louse infestation. Systematic vaccination against hepatitis B virus, hepatitis A virus, influenza, *Streptococcus pneumoniae*, and diphtheria is strongly recommended.

Communications

Influenza Video Vignettes

The Michigan Department of Community Health released several influenza video vignettes. This is a [four-part series](#) of 10-minute video presentations to educate the general public about influenza. Video topics include influenza 101, seasonal flu, avian flu, and pandemic flu. The videos focus on the public health concerns regarding the flu virus.



The Risk Communicator

Produced by Centers for Disease Control and Prevention's Emergency Risk Communication Branch (ERCB), [this publication](#) is designed to provide evidence-based, practical guidance for emergency risk communication strategy and operations. In this electronic newsletter, you'll find summaries of research, theories, and practice that apply to public health emergency communication strategy and operations. Specifically, the newsletter will include practical tools and techniques, guest interviews with risk communication researchers and practitioners, and feature stories exploring issues related to applying emergency communications principles.

Blast Injury Fact Sheets

In an instant, an explosion or blast can wreck havoc; producing numerous casualties with complex, technically challenging injuries not commonly seen after natural disasters such as floods or hurricanes. To address this issue the Centers for Disease Control and Prevention and experts in the field have developed several [fact sheets](#) for healthcare providers that provide detailed information on the treatment of blast injuries.

Template for Call Centers

Homeland Security Department officials hope to develop a systematic approach for state call centers to use when responding to calls for assistance during hurricanes and other emergencies. DHS has awarded a contract to the Texas A&M Research Foundation to study all of the calls for assistance that were made in Texas after hurricanes Katrina and Rita, and then [develop a template](#) for responding to such calls during future emergencies.

Health Marketing Online Discussion

On September 16, the Centers for Disease Control and Prevention's (CDC) National Center for Health Marketing invite you to join with others for a one-day online discussion—a [Web Dialogue](#)—on Web 2.0 and Health Marketing to: learn about the latest interactive media applications, share your experience with using new media such as social networks, blogs, media sharing and content syndication; discuss advantages, barriers, challenges you've faced in using Web 2.0 applications; and interact with experts who will help guide the discussion and answer your questions throughout the day. For more information, contact Diane M. Drew by phone at (404) 498-2398, or by email at ddrew@cdc.gov.

FCC Adapts Telephone Numbering System and E-911 Requirements

The Federal Communications Commission (FCC) took an important step toward providing Americans with hearing and speech disabilities with access to the telephone network that is “functionally equivalent” to voice telephone services. Telecommunications Relay Service (TRS), and newer, internet-based forms of TRS, including Video Relay Service (VRS) and Internet Protocol (IP) Relay, allow persons with hearing and speech disabilities to communicate with hearing users of voice services. Until now, there was no uniform, consistent way for voice telephone users to call internet-based TRS users. Further, TRS typically has not provided the same access to emergency services as compared to traditional telephone services. The [FCC Order](#) adopts a system for assigning traditional ten-digit telephone numbers to internet-based TRS users. This means that Internet-based TRS users will be able to reach and be reached by both hearing users of the traditional telephone network and other internet-based TRS users by doing something most Americans take for granted – dialing a ten-digit phone number. Internet-based TRS users will also be able to transfer their numbers from one provider to another, and users will be able to use any internet-based TRS provider they choose.

National Health Alert Network

Last year, the Department of Human Services’ Public Health Division launched a secure web-based [health alert network](#) (HAN) that can automatically send messages to thousands of workers in health departments and hospitals statewide. Users can choose how they receive messages: via e-mail, cell phone, home phone, text message, pager or personal digital assistant. With the states’ input, CDC has been working on the Public Health Information Network (PHIN) Communication and Alerting (PCA) initiative. The project involves defining terminology and technical and functional specifications so states can send alerts without regard to the recipient’s location.

Send Preparedness E-cards

The Centers for Disease Control and Prevention (CDC) has a range of electronic cards, or ecards, that you can send to friends, family, co-workers, or others. The e-cards come in a range of health topics including (but not limited to): emergency preparedness, flu prevention, healthy pets, immunization, and travel. Visit the CDC’s website to [send an e-card](#) today!



Pandemic Planning

Transportation & Driver Health Issues

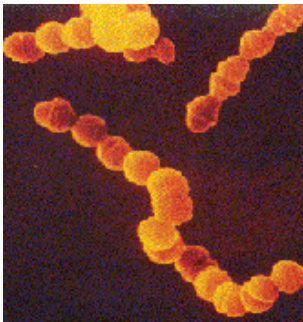
The Michigan Departments of Transportation and Community Health have released [a poster](#) as part of the Michigan Pandemic Influenza Coordinating Committee’s outreach efforts to provide guidance to the transportation industry in the case of pandemic influenza. With the flu season around the corner, this tool is applicable and we wanted to share this with you. These resources are now posted the MDCH pandemic flu website under: Information for Specific Groups \Workplace Planning.

PanFlu Storybook Available Online

The [Pandemic Influenza Storybook](#) is now online and you can access it via the Centers for Disease Control and Prevention’s (CDC) website. The idea for such a storybook emerged during crisis and emergency risk communication trainings that CDC has been conducting with health professionals over the past few years. The online storybook contains narratives from survivors, families, and

friends who lived through the 1918 and 1957 pandemics. The agency welcomes new submissions and plans to update the book each quarter. Narratives from the 1968 pandemic are also welcome.

Bacterial Pneumonia and the 1918 Influenza Pandemic



The majority of deaths during the influenza pandemic of 1918-1919 were not caused by the influenza virus acting alone; most victims succumbed to bacterial pneumonia following influenza virus infection. A future influenza pandemic may unfold in a similar manner. Therefore, the authors conclude, comprehensive pandemic preparations should include not only efforts to produce new or improved influenza vaccines and antiviral drugs but also provisions to stockpile antibiotics and bacterial vaccines as well.

Other News

Gulf Coast Rocked by Successive Hurricanes

Federal, state and local level emergency response partners are congratulating each other on the improvements in keeping families safe during the recent Gulf Coast hurricanes. Response efforts during Hurricane Gustav included rapid evacuations, 500 Red Cross shelters established, 400,000 meals served per day, well-publicized websites for victims trying to locate family members, and a register for assistance. The websites established by the Centers for Disease Control and Prevention (CDC), the Federal Emergency Management Agency, and the Red Cross are well-organized and rapidly updated. The CDC sent in over a hundred staff members to provide a range of assistance including identifying public health needs and resources to fill them, ensuring that medical facilities and pharmaceutical are available to meet needs in local areas. These increased planning efforts proved invaluable during Hurricane Gustav, and will be equally important when Hurricane Ike makes landfall this weekend.

Training and Education

Training for Families with Special Needs Children

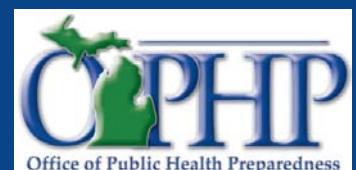
The purpose of the Michigan Family-to-Family Health Information and Education Center is provide information, education parent-to-parent support and decision-making opportunities to all families of children with special needs by expanding and improving parent-to-parent information, support and education activities to underserved families. This group's 2008 training opportunities have been released. Please see their website for further information.

Date/Time	Event Description	Location
Sep. 16, 2008 1:00pm	Changing Epidemiology and Prevention of <i>Clostridium difficile</i> After <u>this activity</u> , the participants will be able to: Describe how the epidemiology of <i>Clostridium difficile</i> infection is changing, discuss current recommendations for preventing <i>C. difficile</i> infection, and describe controversial areas in <i>C. difficile</i> infection control. Passcode = COCA.	Conference Call (888) 989-7597

Date/Time	Event Description	Location
Oct. 6, 2008	2008 MEMA Summit This three-day event will provide participants with information on the following events: Union University Devastated by EF-4 Tornado, Response, Recovery and Partnership During Iowa's Severe 2008 Weather, the AeroMed Crash at Spectrum Health Butterworth Hospital, and many others. In addition, the summit provides ample time to network with other emergency management professionals. Register by September 19 to receive a discounted fee. See the Michigan State Police's Emergency Management and Homeland Security website for full summit agenda, registration details, and more information.	Grand Traverse Resort - Acme, MI
Oct. 14, 2008 8:30am	Emergency Services Media Relations Seminar This intensive, four-day seminar has been developed especially for senior leaders, PIOs and others with media and public relations responsibilities in law enforcement, fire, medical, health, schools and other emergency services, hospitals, government and private organizations with crisis communication needs. This course is especially designed to train you how to work and partner with those in other fields during a crisis.	Virginia Beach Resort Hotel - Virginia Beach, VA
Oct. 16, 2008 1-2:30pm	Mass Antibiotic Dispensing: Engaging At-risk Populations The capacity to reach every person in the community is the goal of emergency preparedness planning. This will be especially important during a public health emergency that requires mass antibiotic dispensing to the entire population within the Cities Readiness Initiative goal of 48 hours. In this broadcast , experts in the process of defining, locating, and reaching at-risk populations as well as state and local public health professionals who have used this process will share their experiences.	OPHP Large Training Room (517) 335-8150
Nov. 20-21, 2008	Community Emergency Response Team (CERT) Train-the-Trainer This two-day course will provide participants with the skills to teach the CERT program, while emphasizing the basic course along with the development of a program in their community. Previous experience providing and facilitating instruction for adults is desirable. Note: This is a course for CERT trainers and program managers-not for individuals desiring to become CERT team members.	Auburn Hills, MI



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